



WKMG

ORDER

Print Date 09/18/12

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Flight Dates 09/19/12-09/27/12

Contract / Revision

259385 /

Product

AMERICAN CROSSROADS

Original Date / Revision

09/18/12 09/18/12

Agency Com 15%

Billing Contact

Advertiser POL/American Crossroads

66 Canal Center Plaza
Suite 555
Alexandria, VA 22314

Agency Crossroads Media, LLC

Buying Contact

66 Canal Center Plaza
Suite 555
Alexandria, VA 22314

Sales Office PHI

Sales Region NAT

Agency Ref

Order Sep 00:15:00

Estimate # 1017

Alt Order # 06321916

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes AGY POL ISSUE

Product Codes PL-Issue

Priority P-3

Advertiser Ref

Primary Account Executive

Kristen Waskie

Account Executive	Order%	Start Date	End Date
Kristen Waskie	100%		

Order Share 100% Market Value 117100

Competing Station	% of Order	Amount
CABLE	%	0
WESH	%	0
WFTV	%	0
WKCF	%	0
WOFL	%	0
WOPX	%	0
WRBW	%	0
WRDQ	%	0

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
September 2012	33	\$99,535.00	\$117,100.00	0.00	08/27/12	09/27/12	33	\$99,535.00	\$117,100.00
Totals	33	\$99,535.00	\$117,100.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 1	WKMG	09/21/12	09/21/12	M-F David Letterman David Letterman	CM	1136p-1238a	----1--	:30	1	\$700.00	P-3	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	----1--					1	\$700.00		0.00			
E 2	WKMG	09/21/12	09/21/12	1230-2p CBS Soaps Soaps	CM	12:30-2p	----1--	:30	1	\$1,250.00	P-3	0.00	NM	1	\$1,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	----1--					1	\$1,250.00		0.00			
E 3	WKMG	09/21/12	09/21/12	CBS This Morning The Early Show	CM	7-9a	----1--	:30	1	\$700.00	P-3	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	----1--					1	\$700.00		0.00			
E 4	WKMG	09/21/12	09/21/12	Fri Prime 9p CSI:NY	CM	9-10p	----1--	:30	1	\$5,000.00	P-3	0.00	NM	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	----1--					1	\$5,000.00		0.00			



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Hiatus Dates

Original Date / Revision 09/18/12/ 09/18/12

Order Sep 00:15:00

Advertiser **POL/American Crossroads** Product **AMERICAN CROSSROADS** Estimate # **1017**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 4	WKMG	09/21/12	09/21/12	Fri Prime 9p CSI:NY	CM	9-10p	----1--	:30	1	\$5,000.00	P-3	0.00	NM	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	----1--		1				\$5,000.00		0.00			
E 5	WKMG	09/24/12	09/24/12	Mon Prime 10p Hawaii Five-O	CM	10-11p	1-----	:30	1	\$11,000.00	P-3	0.00	NM	1	\$11,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	1-----		1				\$11,000.00		0.00			
E 6	WKMG	09/24/12	09/24/12	2-3p The Talk The Talk	CM	2-3p	1-----	:30	1	\$700.00	P-3	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	1-----		1				\$700.00		0.00			
E 7	WKMG	09/24/12	09/24/12	Morn News at 6a Morn News at 6a	CM	6-7a	1-----	:30	1	\$800.00	P-3	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	1-----		1				\$800.00		0.00			
E 8	WKMG	09/22/12	09/22/12	7-9a CBS This Morn Sa 7-9a Sat Early Show	CM	7-9a	-----1-	:30	1	\$600.00	P-3	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	-----1-		1				\$600.00		0.00			
E 9	WKMG	09/23/12	09/23/12	NFL Game 1 NFL Game 1	CM	various (1:00 PM-4:00 PM)	-----1	:30	1	\$12,000.00	P-3	0.00	NM	1	\$12,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	-----1		1				\$12,000.00		0.00			
E 10	WKMG	09/23/12	09/23/12	Sun Prime 7-8p Sun 7-8p	CM	7-8p	-----1	:30	1	\$7,000.00	P-3	0.00	NM	1	\$7,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	-----1		1				\$7,000.00		0.00			
E 11	WKMG	09/23/12	09/23/12	CBS Sunday Morning CBS Sunday Morning	CM	9-1030a	-----1	:30	1	\$2,000.00	P-3	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	-----1		1				\$2,000.00		0.00			
E 12	WKMG	09/27/12	09/27/12	M-F David Letterman David Letterman	CM	1136p-1238a	---1---	:30	1	\$1,000.00	P-3	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	---1---		1				\$1,000.00		0.00			
E 13	WKMG	09/27/12	09/27/12	1230-2p CBS Soaps Soaps	CM	12:30-2p	---1---	:30	1	\$1,250.00	P-3	0.00	NM	1	\$1,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	---1---		1				\$1,250.00		0.00			
E 14	WKMG	09/20/12	09/20/12	2-3p The Talk The Talk	CM	2-3p	---1---	:30	1	\$700.00	P-3	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	---1---		1				\$700.00		0.00			
E 15	WKMG	09/20/12	09/20/12	Morn News at 6a Morn News at 6a	CM	6-7a	---1---	:30	1	\$800.00	P-3	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	---1---		1				\$800.00		0.00			
E 16	WKMG	09/27/12	09/27/12	CBS This Morning The Early Show	CM	7-9a	---1---	:30	1	\$700.00	P-3	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	---1---		1				\$700.00		0.00			



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Original Date / Revision 09/18/12/ 09/18/12

Order Sep 00:15:00

Advertiser **POL/American Crossroads** Product **AMERICAN CROSSROADS** Estimate # **1017**

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
E 16	WKMG	09/27/12	09/27/12	CBS This Morning The Early Show	CM	7-9a	---1---	:30	1	\$700.00	P-3	0.00 NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	---1---			1		\$700.00		0.00			
E 17	WKMG	09/20/12	09/20/12	Thu Prime 8p Big Bang Theory	CM	8-830p	---1---	:30	1	\$9,000.00	P-3	0.00 NM	1	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	---1---			1		\$9,000.00		0.00			
E 18	WKMG	09/20/12	09/27/12	9-10a Rachael Ray Rachael Ray	CM	9-10a	---1---	:30	1	\$500.00	P-3	0.00 NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	---1---			1		\$500.00		0.00			
Week:		09/24/12	09/30/12	---1---			1		\$500.00		0.00			
E 19	WKMG	09/25/12	09/25/12	1230-2p CBS Soaps Soaps	CM	12:30-2p	-1-----	:30	1	\$1,250.00	P-3	0.00 NM	1	\$1,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-1-----			1		\$1,250.00		0.00			
E 20	WKMG	09/25/12	09/25/12	CBS This Morning The Early Show	CM	7-9a	-1-----	:30	1	\$700.00	P-3	0.00 NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-1-----			1		\$700.00		0.00			
E 21	WKMG	09/25/12	09/25/12	Tue Prime 8p NCIS	CM	8-9p	-1-----	:30	1	\$18,000.00	P-3	0.00 NM	1	\$18,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-1-----			1		\$18,000.00		0.00			
E 22	WKMG	09/25/12	09/25/12	9-10a Rachael Ray Rachael Ray	CM	9-10a	-1-----	:30	1	\$500.00	P-3	0.00 NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-1-----			1		\$500.00		0.00			
E 23	WKMG	09/25/12	09/25/12	Tue 2 Hour Special Tue 2 Hour Special	CM	various	-1-----	:30	1	\$15,000.00	P-3	0.00 NM	1	\$15,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-1-----			1		\$15,000.00		0.00			
E 24	WKMG	09/19/12	09/26/12	M-F David Letterman David Letterman	CM	1136p-1238a	--1----	:30	1	\$1,000.00	P-3	0.00 NM	2	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	--1----			1		\$1,000.00		0.00			
Week:		09/24/12	09/30/12	--1----			1		\$1,000.00		0.00			
E 25	WKMG	09/19/12	09/19/12	1230-2p CBS Soaps Soaps	CM	12:30-2p	--1----	:30	1	\$1,250.00	P-3	0.00 NM	1	\$1,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	--1----			1		\$1,250.00		0.00			
E 26	WKMG	09/26/12	09/26/12	2-3p The Talk The Talk	CM	2-3p	--1----	:30	1	\$700.00	P-3	0.00 NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	--1----			1		\$700.00		0.00			
E 27	WKMG	09/26/12	09/26/12	Morn News at 6a Morn News at 6a	CM	6-7a	--1----	:30	1	\$800.00	P-3	0.00 NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	--1----			1		\$800.00		0.00			
E 28	WKMG	09/19/12	09/19/12		CM	7-9a	--1----	:30	1	\$700.00	P-3	0.00 NM	1	\$700.00



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Order Sep 00:15:00

Advertiser **POL/American Crossroads** Product **AMERICAN CROSSROADS** Estimate # **1017**

														Totals		
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount	
				CBS This Morning												
				The Early Show												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week: 09/17/12		09/17/12	09/23/12	--1----		1				\$700.00		0.00				
E 29	WKMG	09/19/12	09/19/12	Survivor 90min Premier	CM	Wed 8p-930p	--1----	:30	1	\$12,000.00	P-3	0.00	NM	1	\$12,000.00	
				Survivor 90 Min Ssn Pre												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week: 09/17/12		09/17/12	09/23/12	--1----		1				\$12,000.00		0.00				
E 30	WKMG	09/21/12	09/21/12	Fri Prime 8p	CM	8-9p	----1--	:30	1	\$4,000.00	P-3	0.00	NM	1	\$4,000.00	
				Undercover Boss												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week: 09/17/12		09/17/12	09/23/12	----1--		1				\$4,000.00		0.00				
E 31	WKMG	09/22/12	09/22/12	Sat Prime 10p	CM	10-11p	-----1-	:30	1	\$4,000.00	P-3	0.00	NM	1	\$4,000.00	
				48 Hours Mystery												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week: 09/17/12		09/17/12	09/23/12	-----1-		1				\$4,000.00		0.00				
														Totals	33	\$117,100.00